

Social Media Boot Camp

2 March 2011 from 9:00am-5pm
Law Institute of Victoria
470 Bourke Street, Melbourne

Is your firm ready to develop business with social media? At this exclusive one-day event, Adrian Dayton will share best practices from his work over the past two years in developing social media strategy for global law firms. As part of the boot camp you will learn:

- Learn to tailor online bio's to dramatically increase their effectiveness
- Take a deep dive into web 2.0 and come away with a valuable social media tool kit
- Develop your social media strategy for the next 12 months
- Learn how to measure your results to demonstrate a positive return on investment

Email info@adriandayton.com to inquire about firm discounts for those sending more than 3 participants, or simply go to <http://liv.asn.au> and select "events" to register.

Here is what participants from last years event had to say about the Social Media Boot Camp:

"If you have any interest in social media in your professional role, this course is a 'must attend.'"

Robyn Tolhurst, Henry Davis York

"Lawyers need to understand Social Media-Adrian Dayton's Boot Camp brings it all together in a practical way that can bring immediate benefits with little effort, and prepare you for the new realities of the business of law."

Simon Lewis, Sinch Legal Network



Introducing Adrian Dayton, Esq. social media strategist and published author of *Social Media for Lawyers*.

Weekly Columnist for:

THE NATIONAL
LAW JOURNAL

Quoted by:

THE WALL STREET JOURNAL.

Entrepreneur.



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